



Natural Resources Conservation Service  
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## ***News Release***

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### **Campaign Urges New Mexicans to be “Smarter Farmers-Wiser Ranchers”**

ALBUQUERQUE, NM – The notion of smarter farmers and wiser ranchers using the latest technology to make operation decisions is an admirable goal. The creators of a new conservation planning campaign hope it will also be a practical aim, and have broad appeal.

Titled “Conservation Planning: Smarter Farmers – Wiser Ranchers,” the campaign is designed to educate framers and ranchers and other New Mexicans about the value of utilizing U.S. Department of Agriculture-Natural Resources Conservation Service (NRCS) as a partner in planning farm and ranch conservation improvements. Throughout the campaign NRCS is offering a free packet of information about conservation planning and the kinds of data that can be incorporated in making those farm and ranch decisions.

“While the campaign may be a little light-hearted, we hope to help New Mexico farmers and ranchers enhance their soil and water resources and improve their production through practical, sound conservation,” said Rosendo Treviño III, NRCS state conservationist.

The Natural Resources Conservation Service is the federal agency charged with bringing conservation to private land. Because it works with private landowners, all relationships with the private landowners are entirely voluntary.

“Increasing the awareness of conservation planning among New Mexico’s farmers, ranchers, and others is the first step in the process of bringing the latest conservation technology to the farm and ranch,” Treviño said. “We hope this campaign using radio spots and public appearances will help farmers and ranchers understand some of the resources available to them. Conservation planning can give them a fresh look at their operations, and help them make their management decisions.”

Anyone interested in receiving a free conservation planning packet can call 1-800-410-2067.

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